

2020

REIMAGINING DOWNTOWN DANVILLE

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**“QUALITY OF LIFE IS MORE IMPORTANT THAN EVER ...
THE FUTURE BELONGS TO TOWNS THAT FOCUS ON *PEOPLE*”**

GOALS	SAFE STREETS	STRATEGIES	ENTERTAINMENT
GUIDING PRINCIPLES	Main Street Walnut Street 3 rd Street 4 th Street	Core: Concept A Core: Concept B Core: Concept C Core: Concept D Civic: Courthouse Expansion Civic: Rehab Property Ideas Centre: Walnut Street Centre: Speedway Relocation So. Entry: Church St Extension So. Entry: Residential Density KSD: PUD KSD: 2 nd Street Park	DESTINATION CENTER Concept and Boundaries
OBJECTIVES	PLANNING DISTRICTS		OVERALL INITIATIVES
Centre College Residential Food & Drink Establishments Workplaces Town Meeting Center Retail & Service Establishments Parking Hospitality Ephraim McDowell Med Center Boyle County Courthouse Public Parks Streets and Sidewalks Multi-use Trails	Centre Civic & Medical Iconic East Entry Core South Entry Kentucky School for the Deaf		Tree Canopy Enhancement Celebrate Stephen Rolfe Powell A Regional Trail System ReAnimate: Black History Project Development Incentives

GOALS

The Opportunity

Danville is in an outstanding position to capitalize on our strengths. As we define the areas of focus for the Master Plan, we are providing a unique vision, clear objectives, and enabling action steps for 7 planning districts throughout our downtown—with clear connections across these districts focused on *PEOPLE*.

The Intent

The Danville Downtown Master Plan is meant to *lay out the vision* for our town, *inspire investment* from both the private and public sectors, as well as *prepare us for the future*. The Master Plan is not only critical for the *health of our community*, but also to ensure economic longevity as other cities and towns continue to evolve—each competing to bring individuals and businesses to *live, work, invest, vacation and play* in their communities.

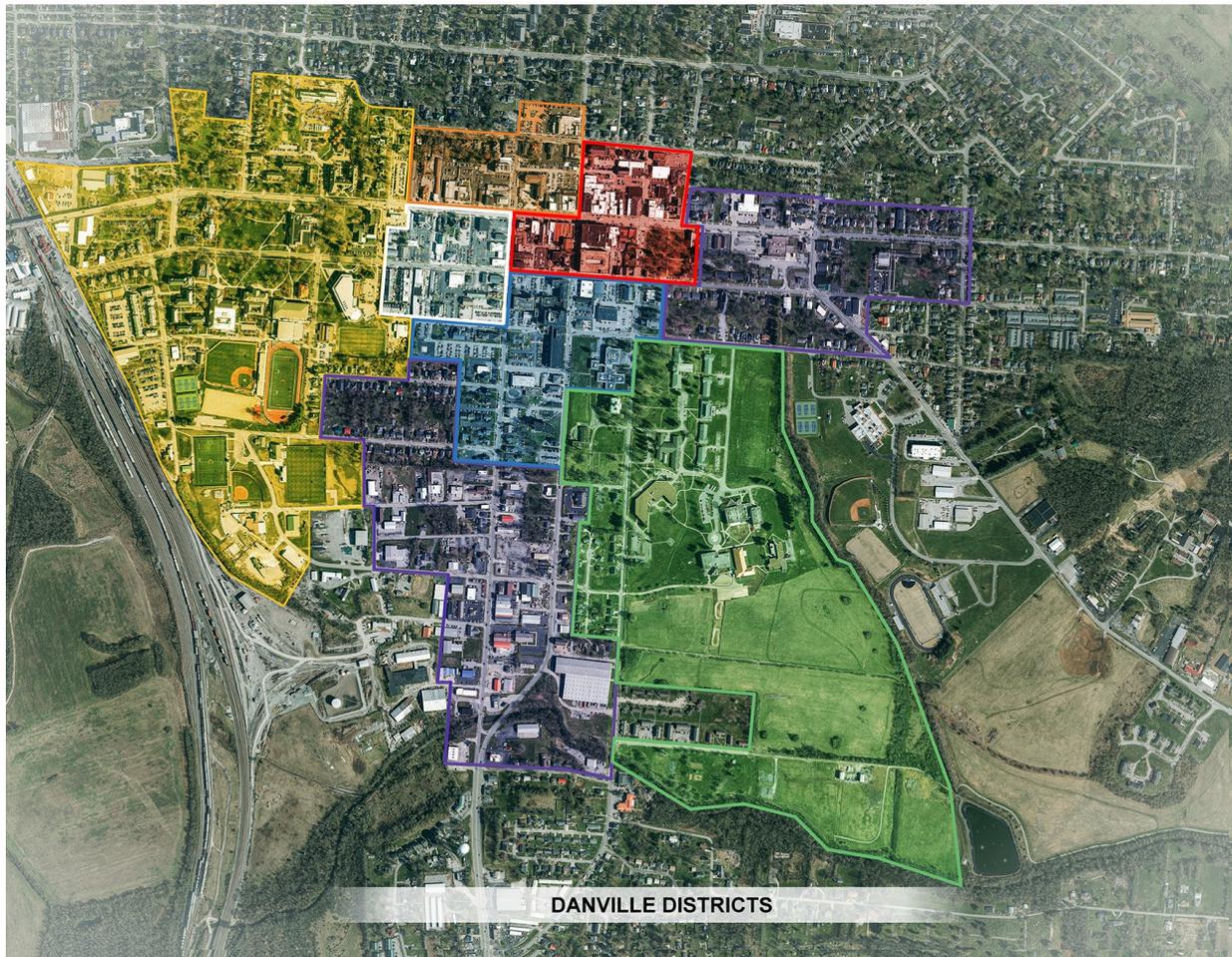
We planners listened to many residents, interest groups, community leaders, students, businesspeople, and institutions in the community. Without any remorse, we stole all of their best ideas and included them in this document. We sincerely believe that the aspirations, and concerns they expressed for Danville, are fairly addressed in this Master Plan.

- The plan can be a tool for positive change in Danville’s future.
- It proposes some innovative and bold ideas. It is meant to provoke more ideas.
- It is a general roadmap for achieving success; a tool to focus many people and organizations on common goals that they want and need to achieve.
- It can be used to unite local Institutions, governments, and the private sector for *action*, and set the stage for creative cooperation, with everyone working together.



It takes the liberty of showing many ideas for uses of property privately owned by others; this is not meant to advocate for using urban renewal or eminent domain as methods for implementation. It is merely trying to provoke interest in looking at opportunities that may not be obvious, but could be beneficial to all parties involved. It assumes that all transactions would be between willing participants.

PLANNING DISTRICTS



Issues

To understand the dynamics of the Danville Downtown, it is helpful to think of it as a combination of distinct character districts or form districts, rather than one homogeneous entity.

The planners have identified 7 different neighborhoods with a shared 'DNA' identity.

Each of these districts have unique assets, features, opportunities, problems or drawbacks. Each of these districts can significantly contribute to the regeneration and growth of the downtown.

The following descriptions of those districts outline master planning issues and recommendations that could have significant benefit in achieving our master plan objectives.

Civic District

Improve the 3rd St. pedestrian experience linking Main St. and Library

Improve the 4th St. pedestrian experience linking Arts Center and Library

Provide additional parking for Civic Buildings and Main St.

New Central Fire Station Development

Keep Courthouse downtown/ Find ways to expand it to meet needs

Create more commerce and improve ambiance on 3rd St.

Promote adaptive re-use of existing buildings for residences and retail uses through incentives and leadership

Medical District

Reduce hospital surface parking footprint in downtown Danville by constructing a new parking structure to reclaim land for development

Seek ways to relocate outpatient entrance and parking from Walnut Street

Create a robust corridor of medical campus facilities on 3rd St. and 4th St/ Adapt streetscape to provide a unified brand through a public perspective

Provide opportunities for medical campus expansion and services

It is vitally important to coordinate the planning efforts of the City of Danville and Ephraim McDowell Regional Medical Center to achieve a dynamic downtown environment that contributes to the success and growth of the medical center and an amenity for its associates and patients



CIVIC/MEDICAL DISTRICTS

Overall Initiatives

The Master Plan recommends attention to any opportunity that might unify the downtown community, amplify the attractiveness of Danville to its residents and visitors, and improve the quality of life. Previous sections of this report have stated the objectives for reinvigorating the downtown; and have investigated specific strategies for achieving it. The issues noted below are general ideas and initiatives that are general topics to pursue to support those same objectives.

Enhancement of the Tree Canopy

Adding more trees and shrubs to the urban landscape is obviously important for environmental and human health reasons. Everyone agrees it makes the city more visually attractive. But, it is also very key to our desires to add energy to the streets and entice people to walk and use the amenities and businesses we envision. Shade is a very important commodity in the warm seasons. Without a tree cover, our sidewalks become less used and benches sit empty.

Good efforts are being made by local groups interested in this topic. We suggest that an overall tree plan be prepared for the downtown, based on an assessment of existing conditions and needs. Any development project going forward should contribute to the canopy. Existing surface parking lots could be encouraged to establish planting islands amidst the asphalt.

Celebrate Stephen Rolfe Powell

The tradition of Powell's glass art tradition at Centre and his work in the city offers an opportunity to develop a unifying community-wide theme.

The Art Center of the Bluegrass has begun a display and interpretation of his work, and it would be interesting to explore ways to permeate our civic buildings, library, parks, public spaces, (and hopefully a hotel and Town Center) with this iconic Danville brand.

Curating a huge permanent collection would be difficult and expensive; but sponsoring rotating special exhibitions and interpretive events could attract public attention.

Devising other ways to express the character of local glass art might include incorporating the shapes, colors, materials, and photography in other things. Local and collegiate glass artists could be given encouragement and exposure to the broader public through exhibits throughout the city.